

RESOLUTION NO. 74983

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN JOSÉ ESTABLISHING A COUNCIL POLICY ENTITLED, “PRICING AND REVENUE POLICY”, ADOPTING THE EXISTING FEES AND CHARGES AS OF JULY 1, 2009, AND AUTHORIZING THE CITY MANAGER OR THE CITY MANAGER’S DESIGNEE TO INITIALLY ADOPT CURRENT EXISTING FEES AND CHARGES FOR THE DEPARTMENT OF PARKS, RECREATION, AND NEIGHBORHOOD SERVICES AND TO GRADUALLY ENACT FEES AND CHARGES MORE CONSISTENT WITH THE COUNCIL POLICY AND WITHIN THE APPROVED COST RECOVERY GOALS

WHEREAS, the goal of the City Council of the City of San José (“City Council”) is to eliminate the structural budget deficit while providing full funding for parks, pools, and community centers; and

WHEREAS, the City of San José through its Department of Parks, Recreation, and Neighborhood Services (“PRNS”) has begun the development of a financially sustainable pricing and revenue model to preserve existing recreation programs and services; and

WHEREAS, on April 21, 2009, the City Council considered the recommendation of PRNS, discussed the proposed Pricing and Revenue Policy, directed City Staff to refer the Program Cost Recovery Goals and Pricing and Revenue Policy for final approval in the operating budget process, and directed City Staff to return to the City Council annually for approval of the Cost Recovery Goals as part of the fees and charges portion of the annual operating budget process; and

WHEREAS, the Pricing and Revenue Policy is a mechanism for allocating the use of public funds, creating a financially sustainable approach for recreational services and facilities, maximizing the use of programs and facilities, and ensuring affordable access to programs and services; and

WHEREAS, as part of the Pricing and Revenue Policy, the City Manager or the City Manager's designee shall be authorized to set all PRNS user fees with a goal of increasing the ability of the Department to respond to market trends and community needs, and to assist in generating optimal cost recovery levels per program while continuing to have scholarship programs available for certain segments of the population; and

WHEREAS, as of July 1, 2009, the City Manager or the City Manager's designee is authorized to set and adopt fees and charges for PRNS facilities and may gradually transition from the current fees and charges set forth in Resolution 74453 toward fees and charges consistent with the City Council approved Cost Recovery Goals;

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SAN JOSÉ THAT:

1. The Council Policy entitled "PRNS Pricing and Revenue Policy," which is attached hereto as EXHIBIT A and incorporated by reference as if fully set forth herein, is hereby approved.
2. The PRNS 2009-2010 Cost Recovery Goals, which are attached hereto as EXHIBIT B and incorporated by reference as if fully set forth herein, are approved.
3. As of July 1, 2009, The City Manager or the City Manager's designee is hereby authorized to establish the fees and charges for the Department of Parks,

Recreation, and Neighborhood Services which are consistent with the Pricing and Revenue Policy and within the approved Cost Recovery Goals.

4. To allow for a smooth and gradual transition to fees and charges more consistent with the Pricing and Revenue Policy and with the approved Cost Recovery Goals, the City Manager or the City Manager's designee is authorized to initially set fees and charges for the Parks, Recreation, and Neighborhood Services facilities which are the same as those set forth in Resolution No. 74453 and to gradually replace those fees and charges with fees and charges that are more consistent with the approved Cost Recovery Goals.

ADOPTED this 16th day of June, 2009, by the following vote:

AYES: CAMPOS, CHU, CONSTANT, HERRERA, KALRA,
LICCARDO, OLIVERIO, PYLE; REED.

NOES: NONE.

ABSENT: CHIRCO, NGUYEN.

DISQUALIFIED: NONE.

CHUCK REED
Mayor

ATTEST:

LEE PRICE, MMC
City Clerk